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ALUMINUM NOW AVAILABLE FOR REFRIGERATION ITEMS

Removal of restrictions on aluminum in the manufacture of civilian goods items through the amendment July 15 of Order M-1-i, marking the first of the four promised orders designed to enable industry to prepare now for limited reconversion, would seem to permit the use of aluminum in any kind of refrigeration equipment.

The order says that "any person may use aluminum for any purpose mentioned in List A," and "Refrigeration and heating coils and fins" are No. 44 on List A. It further says that "Aluminum may be used in making specific repairs for a used article, or in making repair parts for a specific used article in need of repair."

Furthermore, the order declares that "All restrictions in other orders of the WPB as to the use of aluminum (whether referred to by name or as a metal) no longer apply. However, restrictions as to the quantity of an article which may be made remain applicable even if it is made of aluminum as permitted by this order."

In the absence of an official interpretation, what this seems to mean as far as refrigeration is concerned is that aluminum can be used for any product, but such products cannot be made beyond the restrictions as to quantities in the various Limitation orders.

OTHER STEPS TO FOLLOW SOON ON THE ROAD TO RECONVERSION

No. 2 step on the road to reconversion is due July 22 with an order permitting the making of the minimum number of models necessary for strictly experimental purposes. On July 29 will be issued an order permitting the placing of unrated orders for machine tools and equipment.

The final step will come Aug. 15, according to the present plan, with an order designed to set up procedures whereby individual manufacturers who have facilities and manpower not needed for the War Effort, could get permission to make civilian articles not now allowed, or to exceed present limits on quantities of articles whose production is currently permitted.

PROUT HEADS G-E COMMERCIAL COOLING DIVISION

G. R. Prout has been appointed manager of the air conditioning and refrigeration division of the appliance and merchandise department of the General Electric Co. He will be located in Bloomfield, N. J., where headquarters of the company's air conditioning and commercial refrigeration activities are located.

Prior to his new appointment, George Prout was manager of the industrial control division in the company's general office at Schenectady, having held that position since 1941. He has been with G-E since his graduation from M.I.T. in 1923 where he obtained his B.S. and M.S. degrees in electrical engineering.

Mr. Prout succeeds J. P. Rainbault, whose resignation became effective June 30.

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M-28 'FREON' ORDER STILL PERMITS APPEALS

A minor change was made in the M-28 "Freon" order July 12, altering the wording so that the amendment of July 5 which permitted certain specific exceptions to the use of "Freon" for comfort cooling, wouldn't bar the right of appeal on other special cases. The part in italics in the following paragraph marks the change:

(b) Systems for which no deliveries are permitted. (1) No person (including users, dealers, and other suppliers, and producers) shall deliver, or accept delivery of, any F-12 gas for use in, or for resale for use in any new or used system which is of a type referred to in List A. *Exceptions from this restriction may be authorized in the following cases (although this does not preclude appeals under paragraph (f) (4) in other cases."*

DOW SEES ADVANTAGES IN PLASTIC REFRIGERATOR—BUT AT HIGH COST

Will refrigerators be made of plastics?

Possibly, some day, and if they are, they'll probably be fabricated out of polystyrene, judging from comments of Donald L. Gibb, in charge of development for the Dow Chemical Co.

"Polystyrene has some remarkable properties," Mr. Gibb declared. "It has a very low heat conductivity. It is an ideal insulating material. It is water resistant and will not rot like cork or swell like wood. It is impossible to chip or crack. It can be cut yet will retain its polished surface. It can be easily laminated with wood or metal."

A refrigerator made from polystyrene would have the inner and outer polystyrene panels pressed out and filled with polystyrene insulation batt. Doors likewise would be constructed from polystyrene. Such a refrigerator, it is said, would be sturdy yet so light in weight that a 95-pound housewife could move it easily.

But, points out Dr. Willard H. Dow, head of the Dow company, plastics cost more, generally, than most natural materials. Their use, therefore, will be justified only for special purposes, he believes.

"There is no reason why we cannot make an all-plastic automobile, airplane, or prefabricated home, if cost is no object," he said. "But even when volume production has been attained, when experimental processes have been worked out, capital investment written off, the price reduced, plastics must still yield to wood and metal in many cases."

WHAT THEY SAID AT THE MIDSUMMER MARTS IN CHICAGO

Henry A. Dinegar, Deputy Chief, Durable Goods Division, OCR

"Unless and until the military necessity requires the induction into the fighting forces of any very large number of men in addition to those now contemplated, our economy will be able both to support properly the military establishment and to increase its vigor at home.

". . . . Let's look at the immediate prospects for the production of those major appliances that require fractional horsepower motors. There are going to be just so many motors available to us for the initial go-around. The consumer need for items employing fractional horsepower motors as a primary component is tremendous. Consequently, when the time comes to allocate the limited supply of motors to the industries producing this type of equipment, a very delicate balance must be maintained in order to decide properly which among the competing demands is quantitatively the most urgent."

H. M. Kelley, Appliance Sales Manager, Frigidaire Division, General Motors

"We believe the immediate postwar house will still look like a house, the automobile like an automobile, and the refrigerator like a refrigerator. . . . In order to avoid extended unemployment, it is essential that the changeover to quantity production of peacetime products be accomplished in the shortest possible time. Hence, it seems likely that these products basically will be 1942 models for which the manufacturers already have the necessary tools and dies.

". . . . We have learned nothing during the period when we have been out of business that indicates to us that there was anything radically wrong with the distribution system that gave us the biggest year in our history in 1941. As time goes on, changes and evolutions may alter methods and procedures some-

what, but with distribution facing its greatest test in history, it seems improbable that new and untried methods will be put into play."

James H. Carmine, Vice President, Philco Corp.

"A 40% increase in sales of radios, refrigerators, air conditioners and other consumers durable goods over the best prewar year can be expected in the first 12 months of full production after victory.

"After television standards have been set by the Federal Communications Commission, every major city in the United States will have a television station just as quickly as transmitter deliveries can be made at the end of the war. It may be possible to produce and sell table model television receivers for as little as $125 after the war, and larger 'projection-type' sets may cost up to $400."

J. J. Nance, Vice President, Zenith Radio Corp.

"Television is on the way—but it is still 'just around the corner' for the promoter rather than for the other thousands of dealers throughout the nation.

"Who is going to pay the bill to provide entertainment (in television) of the high caliber required to satisfy the American public?"

DETAILS ARE REVEALED ON TWO MAKES OF HOME FREEZERS

Two exhibits of models of postwar refrigeration equipment which captured a great deal of attention at the Midsummer Furniture Mart in Chicago were those of Coolerator Corp. and Pelco (Portable Elevator Co.). Both exhibited home freezer units.

The Coolerator low temperature units consisted of one 6½ cu. ft. and one 16 cu. ft. chest-type cabinet with full-opening types. The smaller unit was equipped with a 1/6-hp. Tecumseh condensing unit, and the storage compartment is divided into two sections of 2 cu. ft. and 4½ cu. ft., respectively, to permit segregation of foods put in for freezing. However, there was no indication that there would be different temperatures in each of these sections.

The 16 cu. ft. model will be equipped with a 1/3-hp. Tecumseh unit and the interior will be divided into two compartments of 3½ and 12 cu. ft. capacity respectively, both operating in a range of from 0 to —10° F.

Coolerator also disclosed that its proposed household electric refrigerator line will consist of two models, of 7 and 9 cu. ft. capacity, the smaller one with a 1½ cu. ft. frozen food compartment and the larger one with a 2 cu. ft. frozen food compartment. Coolerator is also planning to make two models of iceboxes, which are to feature all-steel construction, said to be the first of this nature in the icebox field.

Pelco has home freezer units in both the reach-in and chest type. The Pelco reach-in box features double-opening doors with a structural support down the middle of the front. It is equipped with three drawer-type openings on each side of the center support. Capacity of this reach-in model is 16 cu. ft., and refrigeration is supplied by a 1/3 hp. machine.

The two top drawers have a capacity of approximately 2 cu. ft. each and will maintain temperatures as low as —20° F., it is claimed. The lower two drawers on each side will have a capacity of 3 cu. ft. each maintaining temperatures of around 0° F. A 30 cu. ft. model in this style is being planned.

The chest-type has 8 cu. ft. capacity and a temperature range of from 0 to —30° F. with a ¼-hp. unit. It will be equipped with cold plates, as is the reach-in model.

AIRPLANE PARTS FIRM TO ENTER SMALL APPLIANCE FIELD

American Master-Craft Products Division of Allied Machine Contractors, manufacturer of airplane parts, is planning to introduce, when permitted, a line of small appliances including a toaster, electric irons, and electric hot plates. Plans are being made to market the appliances both as a trade-name and a brand-name item.

FURNITURE RETAILERS SLAP FHA '25 YEARS TO PAY' PLAN

Does giving a home buyer 25 years to pay for appliances by including them in the purchase price of an FHA home constitute a fair and reasonable method of financing appliance purchases?

"No" says the National Retail Furniture Association, which sees such long-terms for home buyers beginning a trend towards small down payments and extra-long terms on all sales.

This isn't logical, says the NRFA, because the appliances could well be worn out before the final payments were to be made—in which case it is likely they wouldn't ever be made. The furniture retailers never looked with much favor on the 5-year household refrigerator warrantys, preferring a 12 or 24-month maximum on payments.

Commented one NRFA official:

'Why not an automobile with every garage, a suit of clothes in every closet, silverware in every kitchen cabinet—all with 25 years to pay."

One argument that the retailers advance to manufacturers against the plan is the likelihood of building speculators equipping houses with the cheapest type of appliances possible. Wouldn't it be better, argue the furniture dealers, if sales were handled by established dealers who would sell the best quality merchandise available and who would also follow up in later years when the buyer might be ripe for a repeat sale?

One of the principal advocates of the "25-year plan" has been *Architectural Forum* magazine, which is published by the *Time, Life, Fortune* group. One of the main arguments put forth by this publication is that such a plan will provide more complete living for householders who spend all of their savings for a down payment on a home and then cannot afford appliances.

(*Architectural Forum* is planning to hold a meeting soon of appliance manufacturers and building industry leaders to discuss the plan, according to word put out by Roscoe R. Rau, secretary and executive vice president of the NRFA).

Appliance manufacturers haven't spoken out too candidly on the subject as yet. H. J. Scaife, kitchen sales manager for Hotpoint, wrote in the July issue of *American Builder* that "with these new conditions (that is, the single mortgage plan) Hotpoint executives believe that the salability of the company's entire line of products will be enhanced."

W. B. Creech, southeastern manager of the Appliance Division of Westinghouse is quoted as saying:

"The inclusion in the mortgage of all major appliances and equipment is sound financing. Greater numbers of homes have in the past decade been foreclosed due to the financial inability of the owner to keep up both mortgage payments and payments on a range, refrigerator, and laundry equipment. Records indicate that mortgage payments are actually the first to suffer."

Since the change in FHA underwriting procedure in 1942 which permitted built-in and plug-in equipment to be included in the same mortgage which formerly covered the home only, 42 states have declared ranges eligible for FHA terms, 41 have declared refrigerators eligible, and 18 have okayed cycle-type washing machines.

With a house costing $4,500 and the appliances costing $455, the amount added to the down payment for the appliances would be $55 and $2.32 would be added to the monthly payments, it is estimated.

IMHOFF TO DIRECT SALES OF SMALL APPLIANCES FOR GENERAL MILLS

Roscoe E. Imhoff has been appointed sales manager for home appliance sales of General Mills, the flour milling company having announced a short time ago that it would manufacture table appliances and sell them through the retail outlets that handle its food products.

Mr. Imhoff resigned as vice president of the Proctor Electric Co. to take the new position. He had formerly been manager of the Westinghouse appliance division.